Index: Volume 25

Alphabetical Index by Author

Benjamin, Robert I., John F. Rockart, Michael S. Scott Morton, and John Wyman
Information Technology: A Strategic Opportunity
Spring 1984, Vol. 25, No. 3
pp. 3–10

Bisesi, Michael
Strategies for Successful Leadership in Changing Times
Fall 1983, Vol. 25, No. 1
pp. 61–64

Boynton, Andrew C. and Robert W. Zmud
An Assessment of Critical Success Factors
Summer 1984, Vol. 25, No. 4
pp. 17–27

Bullard, Peter D. and Alan J. Resnik
Too Many Hands in the Corporate Cookie Jar
Fall 1983, Vol. 25, No. 1
pp. 51–56

Burgelman, Robert A.
Managing the Internal Corporate Venturing Process
Winter 1984, Vol. 25, No. 2
pp. 33–48

Chrisman, James J. and Archie B. Carroll
Corporate Responsibility — Reconciling Economic and Social Goals
Winter 1984, Vol. 25, No. 2
pp. 59–65

Davis, David
Computers and Top Management
Spring 1984, Vol. 25, No. 3
pp. 63–67

Dearden, John
Will the Computer Change the Job of Top Management?
Fall 1983, Vol. 25, No. 1
pp. 57–60

Frontini, Gian F. and Peter R. Richardson
Design and Demonstration: The Key to Industrial Innovation
Summer 1984, Vol. 25, No. 4
pp. 39–49

Hambrick, Donald C. and Ian C. MacMillan
Asset Parsimony — Managing Assets to Manage Profits
Winter 1984, Vol. 25, No. 2
pp. 67–74

Hisrich, Robert D.
Executive Advertisers' Views of Comparison Advertising
Fall 1983, Vol. 25, No. 1
pp. 39–50

James, Barrie G.
Strategic Planning Under Fire
Summer 1984, Vol. 25, No. 4
pp. 57–61

Jelinek, Mariann and Joel D. Goldhar
The Strategic Implications of the Factory of the Future
Summer 1984, Vol. 25, No. 4
pp. 29–37

Johnson, Steven B.
Comparing R&D Strategies of Japanese and U.S. Firms
Spring 1984, Vol. 25, No. 3
pp. 25–34

Kanter, Rosabeth Moss
Innovation — The Only Hope for Times Ahead?
Summer 1984, Vol. 25, No. 4
pp. 51–55

Keim, Gerald D., Carl P. Zeithaml, and Barry D. Baysinger
New Directions for Corporate Political Strategy
Spring 1984, Vol. 25, No. 3
pp. 53–62

Maidique, Modesto A. and Robert H. Hayes
The Art of High-Technology Management
Winter 1984, Vol. 25, No. 2
pp. 17–31

Marsh, Terry A. and Douglas S. Swanson
Risk-Return Tradeoffs for Strategic Management
Spring 1984, Vol. 25, No. 3
pp. 35–51

Mills, Miriam K.
Teleconferencing — Managing the "Invisible Worker"
Summer 1984, Vol. 25, No. 4
pp. 63–67

Parsons, Gregory L.
Information Technology: A New Competitive Weapon
Fall 1983, Vol. 25, No. 1
pp. 3–14

Poza, Ernesto J.
Twelve Actions to Build Strong U.S. Factories
Fall 1983, Vol. 25, No. 1
pp. 27–38

Rockart, John F. and Adam D. Crescenzi
Engaging Top Management in Information Technology
Summer 1984, Vol. 25, No. 4
pp. 3–16

Schein, Edgar H.
Coming to a New Awareness of Organizational Culture
Winter 1984, Vol. 25, No. 2
pp. 3–16

Sherman, H. David
Improving the Productivity of Service Businesses
Spring 1984, Vol. 25, No. 3
pp. 11–23

Shore, Harvey
Employee Assistance Programs — Reaping the Benefits
Spring 1984, Vol. 25, No. 3
pp. 69–73

Tunstall, W. Brooke
Cultural Transition at AT&T
Fall 1983, Vol. 25, No. 1
pp. 15–26

van Breda, Michael F.
Integrating Capital and Operating Budgets
Winter 1984, Vol. 25, No. 2
pp. 49–58

Subject Index

Business-Government Relations
Corporate Responsibility — Reconciling Economic and Social Goals
James J. Chrisman and Archie B. Carroll
Winter 1984, Vol. 25, No. 2
pp. 59–65

New Directions for Corporate Political Strategy
Gerald D. Keim, Carl P. Zeithaml, and Barry D. Baysinger
Spring 1984, Vol. 25, No. 3
pp. 53–62

Corporate Strategy
The Art of High-Technology Management
Modesto A. Maidique and Robert H. Hayes
Winter 1984, Vol. 25, No. 2
pp. 17–31

Information Technology: A New Competitive Weapon
Gregory L. Parsons
Fall 1983, Vol. 25, No. 1
pp. 3–14

Information Technology: A Strategic Opportunity
Robert I. Benjamin, John F. Rockart, Michael S. Scott Morton, and John Wyman
Spring 1984, Vol. 25, No. 3
pp. 3–10

Risk-Return Tradeoffs for Strategic Management
Terry A. Marsh and Douglas S. Swanson
Spring 1984, Vol. 25, No. 3
pp. 35–51

The Strategic Implications of the Factory of the Future
Mariann Jelinek and Joel D. Goldhar
Summer 1984, Vol. 25, No. 4
pp. 29–37

Strategic Planning Under Fire
Barrie G. James
Summer 1984, Vol. 25, No. 4
pp. 57–61

Financial Management
Managing the Internal Corporate Venturing Process
Robert A. Burgelman
Winter 1984, Vol. 25, No. 2
pp. 33–48

Human Resources
Cultural Transition at AT&T
W. Brooke Tunstall
Fall 1983, Vol. 25, No. 1
pp. 15–26

Strategies for Successful Leadership in Changing Times
Michael Bisesi
Fall 1983, Vol. 25, No. 1
pp. 61–64

Teleconferencing — Managing the "Invisible Worker"
Miriam K. Mills
Summer 1984, Vol. 25, No. 4
pp. 63–67

Too Many Hands in the Corporate Cookie Jar
Peter D. Bullard and Alan J. Resnik
Fall 1983, Vol. 25, No. 1
pp. 51–56

Industrial Relations
Employee Assistance Programs — Reaping the Benefits
Harvey Shore
Spring 1984, Vol. 25, No. 3
pp. 69–73

Twelve Actions to Build Strong U.S. Factories
Ernesto J. Poza
Fall 1983, Vol. 25, No. 1
pp. 27–38

Management Information Systems
An Assessment of Critical Success Factors
Andrew C. Boynton and Robert W. Zmud
Summer 1984, Vol. 25, No. 4
pp. 17–27

Computers and Top Management
David Davis
Spring 1984, Vol. 25, No. 3
pp. 63–67

Engaging Top Management in Information Technology
John F. Rockart and Adam D. Crescenzi
Summer 1984, Vol. 25, No. 4
pp. 3–16

Information Technology: A New Competitive Weapon
Gregory L. Parsons
Fall 1983, Vol. 25, No. 1
pp. 3–14

Information Technology: A Strategic Opportunity
Robert I. Benjamin, John F. Rockart, Michael S. Scott Morton, and John Wyman
Spring 1984, Vol. 25, No. 3
pp. 3–10

Will the Computer Change the Job of Top Management?
John Dearden
Fall 1983, Vol. 25, No. 1
pp. 57–60

Management of Technology and Innovation
The Art of High-Technology Management
Modesto A. Maidique and Robert H. Hayes
Winter 1984, Vol. 25, No. 2
pp. 17–31

Comparing R&D Strategies of Japanese and U.S. Firms
Steven B. Johnson
Spring 1984, Vol. 25, No. 3
pp. 25–34

Design and Demonstration: The Key to Industrial Innovation
Gian F. Frontini and Peter R. Richardson
Summer 1984, Vol. 25, No. 4
pp. 39–49

Innovation — The Only Hope for Times Ahead?
Rosabeth Moss Kanter
Summer 1984, Vol. 25, No. 4
pp. 51–55

The Strategic Implications of the Factory of the Future
Mariann Jelinek and Joel D. Goldhar
Summer 1984, Vol. 25, No. 4
pp. 29–37

Teleconferencing — Managing the "Invisible Worker"
Miriam K. Mills
Summer 1984, Vol. 25, No. 4
pp. 63–67

Marketing
Executive Advertisers' Views of Comparison Advertising
Robert D. Hisrich
Fall 1983, Vol. 25, No. 1
pp. 39–50

Operations Management and Research
Improving the Productivity of Service Businesses
H. David Sherman
Spring 1984, Vol. 25, No. 3
pp. 11–23

Organization Studies
Coming to a New Awareness of Organizational Culture
Edgar H. Schein
Winter 1984, Vol. 25, No. 2
pp. 3–16

Cultural Transition at AT&T
W. Brooke Tunstall
Fall 1983, Vol. 25, No. 1
pp. 15–26

Twelve Actions to Build Strong U.S. Factories
Ernesto J. Poza
Fall 1983, Vol. 25, No. 1
pp. 27–38

Planning and Control Systems
Asset Parsimony — Managing Assets to Manage Profits
Donald C. Hambrick and Ian C. MacMillan
Winter 1984, Vol. 25, No. 2
pp. 67–74

Design and Demonstration: The Key to Industrial Innovation
Gian F. Frontini and Peter R. Richardson
Summer 1984, Vol. 25, No. 4
pp. 39–49

Integrating Capital and Operating Budgets
Michael F. van Breda
Winter 1984, Vol. 25, No. 2
pp. 49–58